



## Potential Employment-generating Uses

### URBAN START-UPS/ ACCELERATOR SPACE

- Information Technology
- Software design
- Biotechnology
- University Research Tech Campus

### FOOD-RELATED BUSINESSES

- Public/indoor market
- Community Supported Agriculture (CSA) distribution site
- Food resource/education/training center
- State marketplace center
- Small-scale processing
- Incubator space

### DESIGN/CREATIVE CENTER AND RELATED USES

- Design firms
- Communications
- Arts studios/galleries
- Media
- Advertising

### WISCONSIN GATEWAY/ SHOWCASE

- State trade association office space
- State/Madison presence – national- and Wisconsin-based companies
- Satellite office for Milwaukee-based companies – Madison/Milwaukee Corridor
- Non-profit office space
- State marketplace to sell Wisconsin-related merchandise
- Financial institutions